



Akash Sarawgi

Writer, Creative Manager

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About me

A firm believer in communication through entertainment.

Skills

- Stand Up Comedy
- Script Writing
- Social Media
- Video Production
- Video Editing

Personal

Address:
Mahim, Mumbai, 400016

D.O.B.: 23rd October, 1992

SWA membership no.: 51807

Interests

Storytelling
Gaming
Visual Art
Rock music

Portfolio

akashsarawgi.com

Work Experience

The Rabbit Hole (Netflix IN)

Key Highlights

- Managed Netflix India's YouTube page contributing to its growth from 13.4 Million Subscribers to 22.5 Million Subscribers,
- Worked on the launch of Netflix India's YouTube Shorts page, which now has more than a Million Subscribers.

Associate Creative Manager (Netflix IN)

Jul 2023 - Nov 2023

- Managed four verticals including Netflix India YouTube Channel, Netflix India YouTube Community, Netflix India Shorts, and Netflix India Shorts Community.
- Led campaigns for various Netflix titles such as The Hunt For Veerappan, Kushi etc.

Sr. Creative Executive (Netflix IN)

Jun 2022 - June 2023

- Conceptualised and co-wrote scripts for the Netflix Youtube campaigns of Bhool Bhulaiyaa 2, Wednesday.
- Contributed to title campaigns of Never Have I Ever, Wednesday, Yeh Kali Kali Aankhein etc.

Creative Executive (Netflix IN)

Jun 2021 - May 2022

- Conceptualised and co-wrote multiple scripts for the Netflix Youtube campaigns of 'Comedy Premium League', and 'Kapil Sharma: I'm Not Done Yet'.
- Conceptualised and co-wrote various one-minute sketches with multiple creators for Netflix India's YouTube page.
- Conceptualised and co-wrote sketches for Behensplaining.
- Ideated and executed hygiene posts for Netflix's YouTube India.

Scriptwriter

Scriptwriter For A Sitcom

June 2022 - Aug 2022

- Worked as an additional writer on a slice-of-life sitcom.
- Scope of work included coming up with episodic ideas, punching up the scripts, and writing the dialogues.

Daam Sahi Hai by Flipkart Videos (Indian Story Tellers)

Oct 2021 - Dec 2021

- Co-wrote 90 episodes of Daam Sahi Hai.
- Daam Sahi Hai is a product-integrated game show wherein the products are integrated in a five-minute slice-of-life episode about a couple's daily life where the hosts ask the audience various questions about the said products.

Fake or Not by Flipkart Videos (Indian Story Tellers)

Apr 2021 - Dec 2021

- Co-wrote 90 episodes of Fake or Not.
- Fake or Not is a humourous quiz show where the host asks trivia based on current affairs, pop culture, history, and several other topics.
- Conceptualised changes in the format and the setting of the show in order to give the show a better outlook and put more emphasis on comedy.

Fake or Not by Flipkart Videos (Blue Magic Films)

Jan 2021 - Apr 2021

- Co-wrote 105 episodes of Fake or Not.

Sirf Ek Minute by Flipkart Videos (Blue Magic Films)

Jun 2021

- Co-wrote 30 episodes of Sirf Ek Minute.
- Sirf Ek Minute is a show in which contestants have to answer a certain number of questions within a minute.

Kya Bolti Public by Flipkart Videos (Blue Magic Films)

Jan 2021 - Feb 2021

- Worked with Blue Magic Film Productions and co-wrote 60 episodes of Kya Bolti Public.
- Kya Bolti Public is a fun game show where the participants win prizes by answering survey questions.

Personal Projects

Developing a heartland crime-comedy web-series.

Copywriter

Refrens.com

Social Media | Jul 2020- Sep 2020

- Created relatable, humorous social media content to increase consumer engagement.
- Crafted monthly calendars, incorporating audience interests and topical events to amplify brand awareness.

Stand-Up Comedy

Mar 2017 - Present

- Wrote and performed stand-up comedy across various cities.

Key Shows

- Toured Kasol and neighbouring villages performing at six different remote venues.
- Wrote and performed for an all women club in Surat where the majority audience were in their early 50s.
- Wrote and performed for an English-speaking audience in Goa who didn't have the context for events happening in India.
- Performed as an opening act for popular comics like Vipul Goyal, Sahil Shah, Sourav Ghosh, Punit Pania, etc.
- Wrote and performed roasts of Byju's, Salman Khan, The Secret by Rhonda Byrne, etc.
- Wrote and performed a parody rap battle.

Content Creator

May 2017 to Nov 2020

All India Dank Memes

- Created memes, gained 200k+ likes on Facebook and 40k+ followers on Instagram.

Aug 2017 to Sep 2019

Pseudo Intellectual Memes

- Started an absurd humour page from scratch, reached 15k likes on Facebook.